To: 2200 - Atlanta Region, 2210 - Atlanta ROU, Ahiabuike, Anthony E., Darcy, Joe F., Mirabal, Lawrence, Shaw, Rusty R., Beasley, Scott A., Bothe, James M., Roll, Linda, Williams, Donald J., Piscitelli, J, 2100 - Winston-Salem Region, 2110 - Winston-Salem ROU, 1710 - Pittsburgh ROU, Forrey, Linda, Moulton, G, Thomas, E F., Deese, David, Barney, Kevin, Tanchyk, R, Fricke, R H., Zecca, Anthony, Schwalm, S, Burrows, Robert, Sirianni, Suzanne M., Barrett, Susan D., Letourne, Paul, 1110 - Boston ROU(PROVENL), Diciero, John P., Santiago, Julio R., Leonard, Michal K., Wolking, W, Borjeson, John, Payne, Jennifer, Jackson, A, Smith, Richard A., Jurgensen, Kurt T., Feltman, John P., Brandt, Kevin E., Leonard, John M., Kight, Earl, Ferencak, Cynthia L., Kavanagh, John P., Gambardella, Mark R., Norris, Chuck H., Figueroa, David A., Agner, Edward, 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA), Eckardt, Diane C., Krumlauf, Phillip K., Klein, John F., 1300 - Philadelphia Region (HAYESJ4), 1310 - Philadelphia ROU (METZG), 2310 - S. Florida ROU (FINKLEP), 2300 - S. Florida Region (SMITHJ5), 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Alese, Louann F., Roth, Kari L.
From: Kuruc, Nick
Posted: 11/7/97 9:20
Opened: 11/7/97 10:41
Subject: Amerada Hess Corporation

ROU's: Please communicate to all Retail Reps responsible for the following chain ID's:

0353-02-01 through 08
0353-02-01 through 08

Subject: Clarification of SIGNATURE Buy Down for November and December

The SIGNATURE Buydown for November and December is now in effect. The buydown is working in the following manner:

[] SIGNATURE Prices in all stores reflect pricing that was originally in effect for the brand's introduction in August 1996.

[] Pricing will not be positioned as "$.20 of per pack or $2 off per carton".

[] The new pricing for SIGNATURE is only in effect through December 31.

[] Retail Rep should reflect this new price as a "Special Promotion", and not as $.20 or $2 off.

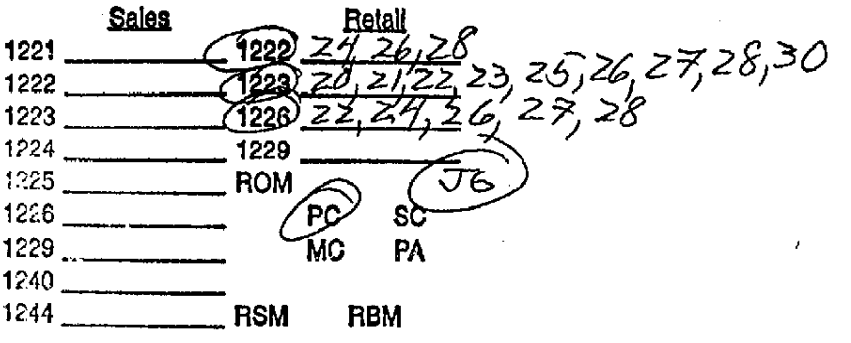
Listed below are the new pack prices effective through December 31, 1997 by state:

New York	1.35
Pennsylvania	.99
New Jersey	1.19
Georgia	.79
South Carolina	.79
Florida	.99
Massachusetts	1.79
Virginia	.89
Connecticut	1.29

51850 5940

Retail Managers: Again please voice mail the above to your Retail Reps as soon as possible.

Please call me i you have any questions.



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